



# SALES PERFORMANCE ANALYSIS & OPTIMIZATION STRATEGY

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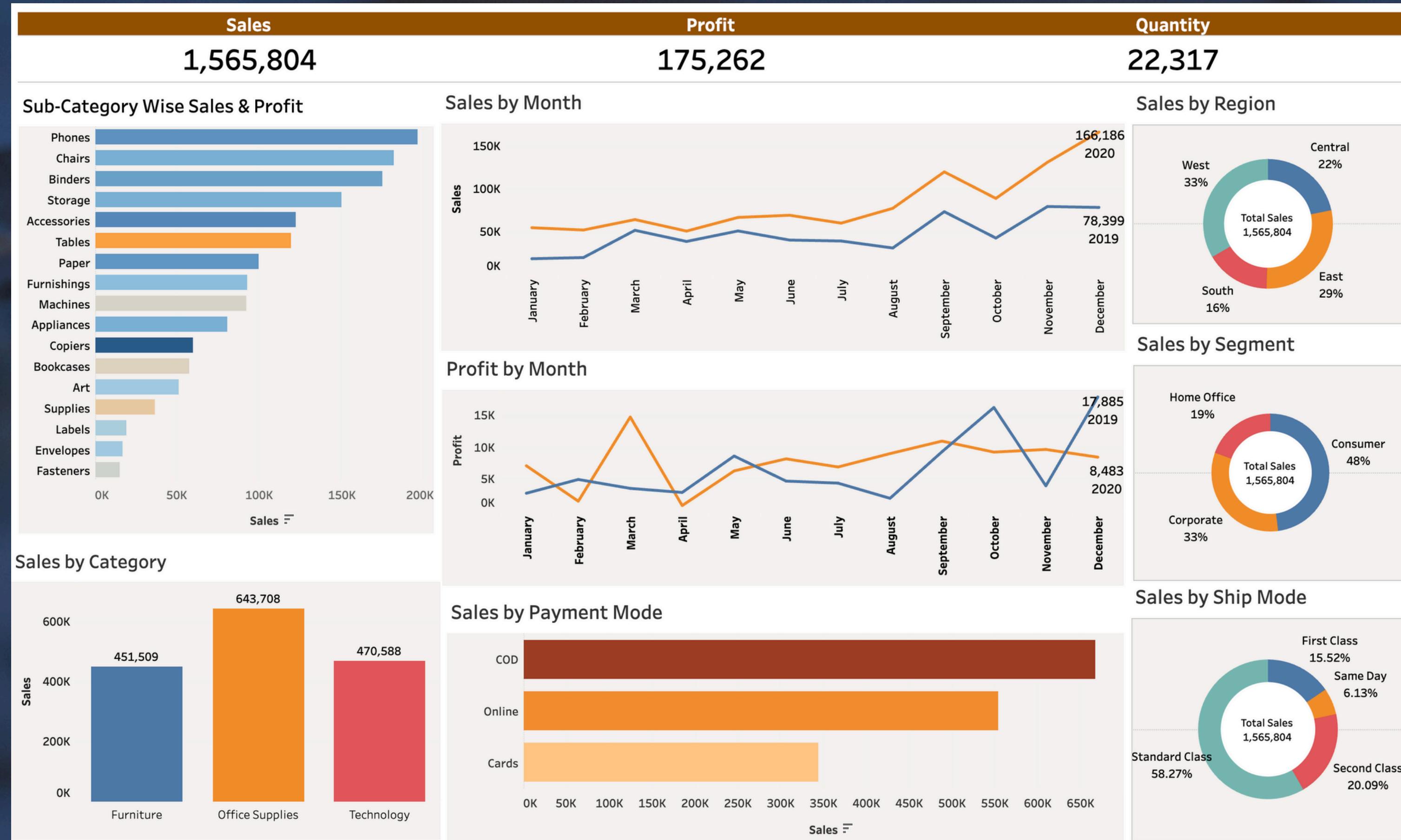
Created by Shikha Pandey

# Business Problem

The organization faces challenges in monitoring and evaluating sales performance due to the absence of a centralized, data-driven view. This limits strategic decision-making, identification of underperforming areas, and opportunities for revenue growth and customer satisfaction improvement.



# Sales Performance Dashboard





# Key Insights

## 1. Sales & Profit Overview

- Total Sales: \$1.56M | Profit: \$175K | Quantity: 22K+
- Top products: Phones, Chairs, Binders

## 2. Category & Trends

- Office Supplies lead in sales (\$643K+)
- Sales peak in Nov-Dec 2020 | Profit peaks in Mar & Oct 2019





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### 3. Segment Trends

- Consumer segment = 48% sales | Corporate = 33%

### 4. Shipping & Payment Insights

- Standard Class: 58.27% | Second Class: 20%
- Same Day least used: 6.13%
- Most used: COD & Online
- Least used: Card





# Recommendations

## Improve Revenue & Profit

- Promote high-profit items (Phones, Chairs)
- Reprice low-profit sub-categories

## Segment Focus

- Expand Corporate accounts

## Optimize Shipping & Payments

- Encourage card payments | Reward fast shipping

## Sales Strategy

- Leverage seasonal trends (Q4, March, Oct)





THANK  
YOU!

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